

Focus Group Session Two Notes

Economic Development Committee

December 14th & December 21st, 2004

Sturtevant Village Hall

Conducted by Planning Consultants, Barrientos Design & Consulting

1) Historical Uses

- There have always been multipurpose uses/mixed uses in the area along both corridors but was more concentrated on Wisconsin Street originally.
- Most of Village was populated on the side north of Durand Avenue
- Historically a railroad town
- Still interested in the railroad
- Wisconsin Street is still the backbone of the community; should have a blend of business and residential.

2) Trends/Catalyst for Change

- Village Hall relocation & construction
- Business park
- Utilities have been upgraded
- Change from residential to smaller commercial uses (hair salon, insurance, antiques)
 - a) Related to zoning changes
 - b) Structures have not changed, uses have
- Upgrade of Willow Road entrance to Village
 - a) Village purchased the land
- More truck traffic
- Turning right or left from Hwy 11 is more dangerous
- Something needs to be done to Hwy 11
 - a) Getting in/out of businesses is a problem
- See how Racine has redeveloped their Main Street.

3) Current Conditions

- Traffic
 - a) More trucks
 - b) More traffic
 - c) More dangerous
- Concerns about lack of firm plan regarding the overpass
 - a) Impacts on attracting potential investors
 - b) Two approaches needed
 - (1) With overpass – strategies to deal with
 - (2) Without overpass
- Anticipate keeping same amount of rail traffic on Hwy 11
- Prefer underpass

- Biggest change occurred East of 90th Street on Durand
- Wisconsin Street is the core
 - a) Should start from there
 - b) Klinkert House is being renovated
 - c) Keep historical aspect
- 1952-1953 businesses started going to Durand
 - a) Hiawatha has been at current location for 100 years
 - b) Shifting more to commercial along Wisconsin
 - c) Used to be three buildings in Castlewood: a tavern, grocery store & post office
- Durand Avenue should be main focus

4) Parking/Pedestrian Activity

- Tremendous parking issues
- Cannot park on Hwy 11
- Cannot back out onto Hwy 11 (State ordinance)
- Need to find out what DOT design allowances are for commercial corridors and restrictions for street parking, turning lanes, medians and landscape enhancements
- Need off-street parking to keep businesses alive
- Resident pedestrian access/activity is not a problem
- Pedestrian access to businesses is a challenge
- When sidewalk is close to street, access is limited during the winter
 - a) Snow plows push snow onto sidewalk, very difficult to make a path

5) Green Space

- Tough thing to create/find along Hwy 11
- Make street more beautiful
- Utilities should go underground (look at Mount Pleasant)
- Sidewalks already create walking and bicycling paths

6) Civic Uses

- Library
 - a) Currently uses bookmobile
 - b) Very expensive to take on library but good to keep on radar for the future
- Farmers Market
- Create area for festival events
- Blue collar community
- Keep civic focus along Wisconsin
 - a) Could help attract people to that area

7) Zoning

- Misperceptions of community/property owners

- a) Misperceptions about the zoning process & getting a variance
- b) Impacts of having home zoned commercial
- Deep lots along Hwy 11 were developed in order to provide rear access to business properties since there is limited access on to or off of Hwy 11

8) How Do You See the Village/Future Vision

- East and West end of Hwy 11 offer potential for new office/retail developments best.
- The central part of Hwy 11 can be made more into a traditional mixed use area.
- From Wisconsin St a transition and tie-in is needed to Hwy 11.
- Aesthetically pleasing/quaint, warm, inviting appeal.
- Maintain image of small community.
- Signage that is proportional to lot size
 - a) Some signs are too big for land that they are on
- Don't turn Durand Avenue into the Durand Avenue in the City of Racine
- Like other village Main St. examples seen in: Brookfield, Elm Grove, Greenfield, New Berlin.
- Keep the "Village" look & feel
- More trees/landscaping
- Develop the amenities and people with shop here/residents will shop here
 - a) Develop the architecture
- Business should compliment housing and vice versa
- Need another restaurant on Hwy 11 (franchise)
 - a) Not just on Hwy 20
- Signage for Village on 90th Street
 - a) 5 entrances into the Village
 - b) Incorporate signage design into the look/architecture for the Village
 - c) Look at signage being designed by Moraczyk (sp?).
- Minimize access to Hwy 11
 - a) Create cul-de-sacs for some streets

9) What They Would Like to See

- Need a landmark feature or facility to make Village memorable to visitors and passerbys.
- Enhance park system with:
 - a) Tot lot equipment
 - b) Skating rink, outdoor.
 - c) Organized recreation program
- Create a town square with benches and nice landscape for people to gather.
 - a) Have a Gazebo for festive and performance events.
- Create and brand a festival event that is unique to Sturtevant
- Create a unique shopping experience that invites people to come.
- Parking facility at existing Amtrak Station
 - a) Need to develop as a public parking

- b) Beneficial to all local businesses
 - c) Concerned about use if only one person owns land
- Like to see changes at intersection of Wisconsin & Durand (dangerous corner)
- Development mix ideas:
 - a) Grocery store
 - b) Pharmacy
 - c) Upscale restaurant
 - d) Farmers Market
- Consistent and themed banners, gateway and signage.
- Street lamps that have historic character
- Buried Utilities
- Consistent and well-developed architectural standards for corridors.